

Subway and Guild Esports celebrate first year of game-changing partnership

- *Subway and global esports company Guild Esports celebrate their first year of a successful brand partnership.*
- *The EMEA-wide partnership engages Gen Z consumers with exciting esports and gaming activations.*
- *So far, our collaboration has generated nearly 9,000 posts and streams, and over 1,800 hours of exposure time.*
- *Look out for more from Subway and Guild soon!*

Just over a year ago, Subway launched a two-year EMEA-wide brand partnership with Guild Esports, the global esports business co-founded by football star, David Beckham.

As esports continues to grow across the world, with an audience of over 450 million in 2021, expected to rise to 570 million by 2024 (according to market research firm Newzoo), this market is a powerful way for Subway to connect with hard-to-reach Gen Z consumers.

But there's more to Subway's partnership with Guild than esports alone. It also helps Subway to promote its belief in nutritious food, choice and variety, to an audience that doesn't always eat as healthily as they could.

David Beckham set up Guild Esports to take a holistic view of its players' wellbeing – not only advancing skills in gaming, but also taking care of good nutrition, physical and mental wellbeing. With over 80% of gamers eating or drinking while playing (Newzoo), Guild hopes to promote a healthy relationship between gamers and food. And this is a perfect fit with Subway's values of helping consumers make better and healthier choices.

Luke Hall, Nutritionist at Guild Esports comments: "It's great to have Subway on board to help us educate gamers and esports players. We are currently working closely with Subway's nutritionist to further develop our Health and Nutrition section on our Academy platform, aiming to equip young players with the tools and knowledge needed to improve their relationship with food. The lessons will cover everything from healthy habits around nutrition, improving relationships with food and the benefits and dangers of common nutrition supplements in esports. Keep an eye out on our Academy and Guild social channels for more game-changing content!"

Growing across TUKI & EMEA

The Subway x Guild partnership has now launched across 14 EMEA markets, with a variety of activations, including:

- Exclusive to Subway, Guild FIFA 22 Cup, featuring famous celebrities across gaming and social media
- Subway's staff Fortnite tournament involving employees from over 10 countries
- The 'Pro Gamer Sub' – a four-part YouTube content series developed in partnership with Subway
- Partnerships in France with content creators D7RL and Julia Bayonetta,
- Sponsorship of Guild's FIFA show in 2021
- Link-ups with content creators and professional players

- A Subway spending allowance for Guild's top talent to explore more of the Subway's constantly upgrading menu

So far, the partnership has generated nearly 300 million brand impressions, nearly 9,000 posts and streams, and over 1,800 hours of total stream exposure time. With around 780,000 brand impressions per day on average, Subway is building an 'always on' and brand-relevant presence with this important target group.

Watch this space for more exciting Subway x Guild activations coming up, including a new state-of-the-art Guild 'HQ' in London's trendy Shoreditch.

Powerful partnership

Commenting on the success of the Subway x Guild partnership, Louise Wardle, VP, Marketing EMEA says: "One year on, our partnership with Guild has become a powerful asset across EMEA. We've turned it into a far-reaching and multi-dimensional asset with many opportunities for our franchisees to engage local consumers. Esports is a new area for Subway, and we're enjoying the journey. And as Guild is an esports organisation which talks so passionately about nutrition, they offer us a unique and well-rounded partnership."

Michelle Tierney, Chief Commercial Officer at Guild Esports adds: "It has been great to work with Subway as our brand has grown and we've built the range and reach of our activities. We are also excited about the future direction of Guild Academy which has a huge focus on the holistic wellbeing of gamers and are pleased to be working so closely with Subway on the development of our Health and Nutrition section. One year on, it's been quite a journey and we are now set for our next burst of growth. So, look out for more exciting activity with Subway in EMEA in 2022 and beyond."